

Please type a plus sign (+) inside this box → +

PTO/SB/08A (08-00)

Approved for use through 10/31/2002. OMB 0651-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Complete if Known	
Sheet	1	of	9	Application Number	10/039,062
				Filing Date	December 31, 2001
				First Named Inventor	Matz
				Group Art Unit	2448
				Examiner Name	Strange, Aaron N.
				Attorney Docket Number	01376

U.S. PATENT DOCUMENTS						
Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	
		Number	Kind Code ² (if known)			
		D437,879		Weinandt	02-2001	
		D494,953		Leung	08-2004	
		3,798,610		Bliss et al.	03-19-1974	
		3,886,302		Kosco	05-27-1975	
		4,130,833		Chomet	12-19-1978	
		4,258,386		Cheung	03-24-1981	
		4,361,851		Asip et al.	11-30-1982	
		4,488,179		Kruger et al.	12-11-1984	
		4,566,030		Nickerson et al	01-21-1986	
		4,567,591		Gray et al.	02-28-1986	
		4,598,288		Yarbrough et al.	07-01-1986	
		4,602,279		Freeman	07-1986	
		4,688,248		Tomizawa	08-18-1987	
		4,689,661		Barbieri et al.	08-25-1987	
		4,697,209		Kiewitt et al.	09-1987	
		4,720,873		Goodman et al.	01-19-1988	
		4,816,904		McKenna et al.	03-28-1989	
		4,890,322		Russell, Jr.	12-26-1989	
		4,912,552		Allison	03-27-1990	
		5,010,585		Garcia	04-23-1991	
		5,046,090		Walker et al.	09-03-1991	
		5,046,092		Walker et al.	09-03-1991	
		5,055,924		Skutta	10-08-1991	
		5,173,900		Miller et al.	12-22-1992	
		5,191,645		Carlucci et al.	03-02-1993	
		5,208,665		McCalley et al	05-04-1993	
		5,247,347		Litteral et al.	09-21-1993	
		5,249,044		VonKohorn	09-28-1993	
		5,287,181		Holman	02-15-1994	

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /A.S./

Please type a plus sign (+) inside this box → +

PTO/SB/08A (08-00)

Approved for use through 10/31/2002. OMB 0651-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Complete if Known	
Application Number	10/039,062				
Filing Date	December 31, 2001				
First Named Inventor	Matz				
Group Art Unit	2448				
Examiner Name	Strange, Aaron N.				
Attorney Docket Number	01376				
Sheet	2	of	9		

U.S. PATENT DOCUMENTS					
Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY
		5,335,277		Harvey et al.	08-02-1994
		5,339,315		Maeda et al.	08-16-1994
		5,343,240		Yu	08-30-1994
		5,357,276		Banker et al.	10-18-1994
		5,374,951		Welsh	12-20-1994
		5,389,964		Oberle	02-1995
		5,382,970		Kiefl, John B.	01-1995
		5,404,393		Remillard	04-04-1994
		5,410,326		Goldstein	04-1995
		5,410,344		Graves	04-1995
		5,436,653		Ellis et al.	07-1995
		5,446,490		Blahut et al.	08-29-1995
		5,446,919		Wilkins, Jeff K.	08-1995
		5,500,681		Jones	03-1996
		5,532,735		Blahut et al.	07-1996
		5,543,911		Levitan	07-1996
		5,585,838		Lawler et al.	12-17-1996
		5,585,865		Amano	12-1996
		5,606,602		Johnson et al.	02-1997
		5,608,448		Smoral et al.	03-04-1997
		5,619,247		Russo	04-1997
		5,659,350		Hendricks	08-1997
		5,661,516		Carles, John B.	08-1997
		5,698,670		Matty	10-06-1997
		5,710,815		Ming et al.	01-1998
		5,740,549		Reilly et al.	04-1998
		5,724,521		Dedrick	03-1998
		5,724,525		Beyers II et al.	03-1998

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

Please type a plus sign (+) inside this box → +

PTO/SB/08A (08-00)

Approved for use through 10/31/2002. OMB 0651-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Complete if Known	
				Application Number	10/039,062
				Filing Date	December 31, 2001
				First Named Inventor	Matz
				Group Art Unit	2448
				Examiner Name	Strange, Aaron N.
				Attorney Docket Number	01376
Sheet	3	of	9		

U.S. PATENT DOCUMENTS					
Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY
		5,740,549		Reilly et al.	04-1998
		5,754,393		Herz	05-1998
		5,754,775		Adamson et al.	05-1998
		5,758,257		Herz	05-1998
		5,774,170		Hite et al.	06-1998
		5,778,182		Cathey et al.	07-07-1998
		5,794,210		Goldhaber et al.	08-11-1998
		5,796,952		Davis et al.	08-1998
		5,809,481		Baron et al.	09-1998
		5,838,314		Neel	11-1998
		5,848,396		Gerace	12-1998
		5,848,397		Marsh et al.	12-1998
		5,850,447		Peyret, Patrice	12-1998
		5,854,897		Radziewicz et al.	12-1998
		5,861,906		Dunn	01-199
		5,872,834		Teitelbaum, et al.	02-1999
		5,883,942		Lim et al.	03-1999
		5,892,536		Logan	04-1999
		5,901,209		Tannhenbaum, et al.	05-1999
		5,946,636		Uyeno et al.	08-1999
		5,973,683		Cragun	10-1999
		6,002,393		Hite	12-1999
		6,005,597		Barrett	12-1999
		6,100,916		August	08-2000
		6,134,531		Trewitt et al.	10-2000
		6,185,614		Cuomo	02-2001
		6,199,076		Logan et al.	03-2001
		6,202,210		Judtke, Harold A.	03-2001
		6,236,975		Boe et al.	05-2001

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

Please type a plus sign (+) inside this box →

PTO/SB/08A (08-00)

Approved for use through 10/31/2002. OMB 0651-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet 4 of 9

Complete if Known

Application Number	10/039,062
Filing Date	December 31, 2001
First Named Inventor	Matz
Group Art Unit	2448
Examiner Name	Strange, Aaron N.
Attorney Docket Number	01376

U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	U.S. Patent Document	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	
		6,253,189	Feezell et al.	06-2001	
		6,282,713	Kitsukawa	08-2001	
		6,292,549	Lung et al.	09-2001	
		6,304,644	Karnowski	10-2001	
		6,310,943	Kowlaski	10-2001	
		6,314,568	Ochiai	11-2001	
		6,317,488	DePond et al.	11-2001	
		6,324,271	Sawyer et al.	11-2001	
		6,332,021	Latter et al.	12-2001	
		6,339,639	Henderson	01-2002	
		6,341,161	Latter et al.	01-2002	
		6,345,187	Berthoud et al.	02-2002	
		6,351,637	Lee	02-2002	
		6,353,929	Houston, John S.	03-2002	
		6,366,772	Arnson	04-2002	
		6,408,437	Hendricks et al.	06-2002	
		6,427,003	Corbett	07-2002	
		6,438,216	Aktas, Christoph	08-2002	
		6,442,262	Moss et al.	08-2002	
		6,442,263	Beaton et al.	08-2002	
		6,445,781	Heinmiller et al.	09-2002	
		6,477,704	Cremia	11-2002	
		6,457,010	Eldering	09-2002	
		6,463,468	Bush	10-2002	
		6,480,589	Lee et al.	11-2002	
		6,493,439	Lung et al.	12-2002	
		6,496,569	Pelletier et al.	12-2002	
		6,496,571	Wilson	12-2002	
		6,496,818	Ponte	12-2002	
		6,498,841	Bull et al.	12-2002	
		6,505,348	Knowles	01-2003	

Examiner
SignatureDate
Considered

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /A.S./

Please type a plus sign (+) inside this box → +

PTO/SB/08A (08-00)

Approved for use through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Complete if Known	
				Application Number	10/039,062
				Filing Date	December 31, 2001
				First Named Inventor	Matz
				Group Art Unit	2448
				Examiner Name	Strange, Aaron N.
				Attorney Docket Number	01376
Sheet	5	of	9		

U.S. PATENT DOCUMENTS					
Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY
		6,507,839		Ponte	01-2003
		6,510,417		Woods	01-2003
		6,529,591		Dosani et al.	03-2003
		6,530,082		DelSesto et al.	03-2003
		6,542,583		Taylor	04-2003
		6,542,591		Amro et al.	04-2003
		6,546,092		Corbett et al.	04-2003
		6,553,110		Peng	04-2003
		6,553,178		Abecassis, Max	04-2003
		6,560,317		Quagliana	05-2003
		6,560,327		McConnell	05-2003
		6,570,971		Latter et al.	05-2003
		6,571,344		Sitnik, Eran	05-2003
		6,574,319		Latter et al.	06-2003
		6,584,490		Schuster et al.	06-2003
		6,631,360		Cook	10-2003
		6,631,181		Bates et al.	10-2003
		6,639,979		Kim	10-2003
		6,650,743		Heinmiller et al.	11-2003
		6,718,021		Crockett et al.	04-2004
		6,728,355		Kowalski	04-2004
		6,731,727		Corbett et al.	05-2004
		6,748,058		Schwend et al.	06-2004
		6,748,068		Walsh et al.	06-2004
		6,766,003		Moss et al.	07-2004
		6,771,754		Pelletier et al.	08-2004
		6,771,755		Simpson	08-2004
		6,772,209		Chernock	08-2004
		6,785,301		Chapman et al.	08-2004
		6,785,368		Eason et al.	08-2004

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /A.S./

Please type a plus sign (+) inside this box → +

PTO/SB/08A (08-00)

Approved for use through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT***(use as many sheets as necessary)*

Sheet 6 of 9

Complete if Known

Application Number	10/039,062
Filing Date	December 31, 2001
First Named Inventor	Matz
Group Art Unit	2448
Examiner Name	Strange, Aaron N.
Attorney Docket Number	01376

U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	U.S. Patent Document	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	
		6,798,879	Beham, Thoms C.	09-2004	
		6,807,267	Moss et al.	10-2004	
		6,810,115	Fukuda	10-2004	
		6,810,527	Conrad et al.	10-2004	
		6,816,481	Adams et al.	11-2004	
		6,826,271	Kanabar et al.	11-2004	
		6,831,974	Watson et al.	12-2004	
		6,845,151	Peng	01-2005	
		6,970,641	Pierre	11-2005	
		6,976,268	Courtney	12-2005	
		6,985,882	Del Sesto, Justin	01-2006	
		7,000,245	Pierre	02-2006	
		7,039,599	Merriman	05-2006	
		7,020,336	Cohen-Solal	03-2006	
		7,093,932	Eldering	05-2006	
		7,100,183	Kunkel et al.	08-2006	
		7,343,354	Hennessey, Peter J.	03-2008	
		7,587,732	Wright et al.	09-2009	
		2002/0004382	Cox et al.	01-2002	
		2002/0090933	Rouse et al.	07-2002	
		2002/0009184	Shnier	01-2002	
		2002/0016748	Emodi et al.	02-2002	
		2002/0122401	Xiang et al.	09-2002	
		2002/0183098	Lee et al.	12-2002	
		2002/0191755	Lew et al.	12-2002	
		2002/0049967	Haseltine et al.	04-2002	
		2002/0035600	Ullman et al.	03-2002	
		2002/0032906	Grossman	03-2002	
		2002/0035600	Ullman et al.	03-2002	
		2002/0123928	Eldering et al.	09-2002	

Examiner
SignatureDate
Considered

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /A.S./

Please type a plus sign (+) inside this box → +

PTO/SB/08A (08-00)

Approved for use through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Complete if Known	
				Application Number	10/039,062
				Filing Date	December 31, 2001
				First Named Inventor	Matz
				Group Art Unit	2448
				Examiner Name	Strange, Aaron N.
				Attorney Docket Number	01376
Sheet	7	of	9		

U.S. PATENT DOCUMENTS					
Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY
		2002/0092017		Klosterman et al.	07-2002
		2002/0157109		Nakano et al.	10-2002
		2002/0013757		Bykowsky	01-2002
		2003/0092384		Ross, III	05-2003
		2003/0108184		Brown et al.	06-2003
		2003/0050100		Dent Paul W.	03-2003
		2003/0095650		Mize	05-2003
		2003/0148758		McMullin, William P.	08-2003
		2003/0115597		Yassin et al.	06-2003
		2003/0003990		Von Kohorn, Henry	01-2003
		2003/0110497		Yassin et al.	06-2003
		2003/0115597		Yassin et al.	06-2003
		2003/0172374		Vinson et al.	09-2003
		2003/0067554		Klarfeld	04-2003
		2004/0261127		Freeman et al.	12-23-2004
		2004/0128682		Liga et al.	07-2004
		2004/0125929		Pope	07-2004
		2004/0248560		Bedingfield et al.	12-2004
		2005/0060759		Rowe et al.	03-2005
		2005/0084084		Cook et al.	04-2005
		2006/0106710		Meek et al.	05-2006
		2006/0075456		Gray	04-2006
		2006/0106710		Meek et al.	05-2006
		2006/0161952		Herz et al.	07-2006
		2006/0271552		McChesney et al.	11-2006
		2007/0083885		Harding, Michael T.	04-2007
		2007/0038514		Patterson et al.	02-2007
		2008/0167943		O'Neil	07-10-2008
		2010/0100435		Matz	04-2010

Examiner Signature	Date Considered
-----------------------	--------------------

Please type a plus sign (+) inside this box →

PTO/SB/08A (08-00)

Approved for use through 10/31/2002. OMB 0651-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Complete if Known	
				Application Number	10/039,062
				Filing Date	December 31, 2001
				First Named Inventor	Matz
				Group Art Unit	2448
				Examiner Name	Strange, Aaron N.
Sheet 8 of 9	Attorney Docket Number	01376			

U.S. PATENT DOCUMENTS					
Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY
		2010/0083298		Gray	04-2010
		2010/0257037		Matz	10-2010
		2010/0191601		Matz	07-29-2010

FOREIGN PATENT DOCUMENTS							
Examiner Initials *	Cite No. ¹	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Office ³	Number ⁴	Kind Code ⁵ (if known)			
			EP 0 424 648		Wachob	02-02-1991	
			EP 1 162 840		Wilson	12-2001	
			WO 99 52285		Hendricks	10-14-1999	
			WO 99 04561		Alexander	01-28-1999	
			WO 94 17609		Kiefl et al.	08-04-1994	

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS			
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		<u>www.actv.com</u> , Screen Print, 10/8/2000	
		"ACTV, Inc. Offers Exclusive Preview of 'Individualized Television' at Official All-Star Café," Business Wire, Sept. 16, 1998.	
		"ACTV's HyperTV & 'Individualized Television' to be Powered by Sun Microsystems' JavaTV Technology," Business Wire, Apr. 21, 1999.	
		Whitaker, Jerry, "Interactive TV: Killer Ap or Technical Curiosity?," Broadcast Engineering, Dec. 1999.	
		Dickson, Glen, "Digital TV gets specifically directed," Broadcasting & Cable, June 5, 2000.	
		Reed, David, "The future is digital," Precision Marketing, v. 13, n.51, pg. 27, Sept. 21, 2001.	
		Wasserman, Todd, "Mining Everyone's Business." Brandweek, February 28, 2000. 19 pages	

Examiner Signature		Date Considered	
--------------------	--	-----------------	--

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /A.S./

Please type a plus sign (+) inside this box → +

PTO/SB/08A (08-00)

Approved for use through 10/31/2002. OMB 0651-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Complete if Known	
				Application Number	10/039,062
				Filing Date	December 31, 2001
				First Named Inventor	Matz
				Group Art Unit	2448
				Examiner Name	Strange, Aaron N.
				Attorney Docket Number	01376
Sheet	9	of	9		

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS			
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		CAULEY, LESLIE, "Microsoft, Baby Bell Form Video Alliance," <u>The Wall Street Journal</u> , September 26, 1994	
		"power, flexibility, and control," RespondTV, www.respondtv.com/whyrespond.html (11/16/01) pp. 1-2.	
		"It just clicks!," RespondTV, www.respondtv.com/inaction.html , (11/16/01) pp.1-2.	
		"Nielsen Media Research – Who We Are & What We Do," www.nielsenmedia.com/whoweare.html , (10/11/01) pp.1-4.	
		Aggarwal et al ("A Framework for the Optimizing of WWW Advertising" Proceedings of the International IFIP/GI Working Conference Trends in Distributed Systems for Electronic Commerce, Pages:1-10, Year of Publication: 1998).	

Examiner Signature	/Aaron Strange/	Date Considered	10/03/2011
-----------------------	-----------------	--------------------	------------